BRUNO AVEILLAN

French film maker, photographer and multimedia artist, Bruno Aveillan, joined Quad Productions, Paris in 1995. He is behind award-winning shorts and commercials for clients including Peugeot, Guerlain, Nike and Jaguar and also directed the first ever brand campaign for Louis Vuitton in 2008. The sought-after director talks to us about his latest publications and an artistic collaboration with fashion designer, Yiqing Yin.

Image: Bruno Aveillan/Courtesy of Martin Coulais

At the moment I am working on...

I'm between two film shoots and completing two art publications:

The first is "Bolshoi Underground", a book of photographs I conceived about the Bolshoi Theatre in Moscow (published by *Au-delà du raisonnable*). I had the privilege of being invited backstage at this mythical place to follow the preparation of an opera by Johan Strauss. A surreal adventure as you can imagine! Something... "Felliniesque"! The book's release will coincide with an exhibition at the Spree Gallery during Paris Photo Month.

Secondly, a collector's box of seven photographic books and ten short films devoted to the craftsmanship of Louis Vuitton. I was given carte blanche over two months to photograph and film the craftsmen in their workshops as they employed their sometimes centennial techniques and gestures. Exhausting but fascinating!

The best piece of creative work around at the moment is...

The work of the very talented stylist Yiqing Yin. It has a poetic quality of incredible power and is dream-like and sensual. Her talent well exceeds the boundaries of fashion and her approach is one of a pure and essential artistic radicality, not unlike that of Issey Miyake and the late lamented Alexander McQueen.

I was fortunate enough to collaborate with her on her most recent haute couture collection. She also chose some of the photos for my last book "Mnemo # Lux" to be printed on silk with which she created dresses of dazzling beauty.

I am inspired by...

Light, encounters and travel.

This year I'll be attending...

Cutlog in both Paris and New York where I will be presenting two exhibitions, Paris Photo, Nuit Blanche, Paris, Art Basel, the Venice Biennial and Loop Barcelone.

What got my attention at the last festival I attended is...

During Art Basel at the Volta Art Fair, I discovered Pe Lang - a Swiss artist who creates installations and poetic sculptures that combine technology with more humble materials. It's magnificently intelligent and beautifully simple.

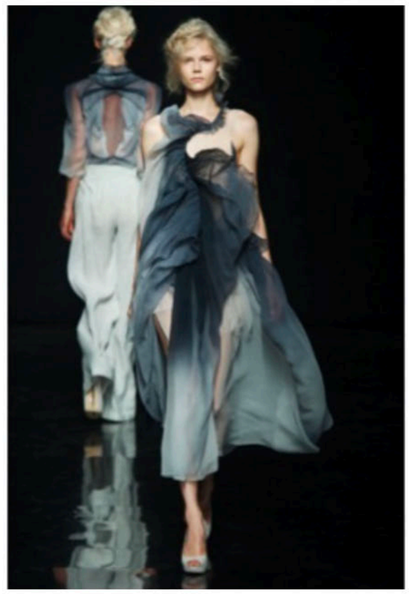

Image: Designer Yiqing Yin selected a number of photographs by Bruno Aveillan to be printed onto the fabric used for her AW12/13 collection.

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